

P-6: Media campaign Extensions: “Unfiltered” on OutrageAvenue.com

Venue: Statewide

Goal: Preventing Initiation of Tobacco Use

Sponsoring Organizations: MWW Savitt and Department of Health (DOH)

Abstract: The Washington State Department of Health (DOH) media campaign targets “vulnerable” youth, and youth experimenting with tobacco, ages 10-17. These are youth who are not currently using tobacco on a regular basis (that is, the campaign is not intended to encourage addicted youth to stop using tobacco). The media campaign centers on TV, radio, and print advertising, but campaign extensions – including the OutrageAvenue.com youth Web site, *Unfiltered* reality series, and the “Piggy Road Show” – provide enhancements to the campaign that can be applied at the local level to give youth a more “hands-on” experience with the statewide campaign. A recent comprehensive review of published research studies found that carefully constructed media campaigns *as part of a comprehensive program* are effective in preventing tobacco use and increasing cessation. Within the framework of the comprehensive program, the media campaign should pave the way for youth to receive education about tobacco and/or motivate youth to participate in local program activities.

Recommendations: DOH should continue to support enhancements to the statewide prevention media campaign, and partner with local staff to enable strategic use of these materials and resources in support of community- and school-based programs. Local programs can use campaign enhancements, such as the “Piggy Road Show,” *Unfiltered*, or the OutrageAvenue.com Web site, to link classroom education or youth mobilization activities to statewide efforts.

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